

ORDER



Orders
Order / Rev: 703997
Alt Order #: 06259688
Product Desc: OBAMA FOR AMERICA
Estimate: 1537
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 08/01/12 / 10/31/12
Order Type: Political

WFMY-TV
Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	41	\$21,115.00	\$17,947.75
11/05/12	11/11/12	7	\$2,790.00	\$2,371.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	48	\$23,905.00	\$20,319.25	0.00
Totals	48	\$23,905.00	\$20,319.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WFMY-TV	30%	\$23,905.00
Market	100%	\$79,683.33

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	27%	\$21,514.50
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	2%	\$1,593.67
WUNL	0%	\$0.00
WUPN	4%	\$3,187.33
WXII	30%	\$23,905.00
WXLV	7%	\$5,577.83

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	10/30/12	11/05/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	MTWTF--	:30	3	\$55.00	P-4	0.00	NM	3	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	MTWTF--			3		\$55.00		0.00				
E 2	WFMY	10/30/12	11/05/12	M-F 6-8a Good Morning Show	CM	6-8a	MTWTF--	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	MTWTF--			3		\$130.00		0.00				

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WFMY	10/30/12	11/05/12	CBS This Morning CBS This Morning	CM	8-10a	MTWTF--	:30	5	\$60.00	P-3	0.00	NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					5	\$60.00		0.00			
E 7	WFMY	10/30/12	11/05/12	News2 at Noon News2 at Noon	CM	12-1230p	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					3	\$200.00		0.00			
E 11	WFMY	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$350.00		0.00			
E 12	WFMY	11/04/12	11/04/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$1,000.00		0.00			
E 13	WFMY	10/30/12	11/05/12	M-F 4-5p Ellen Degeneres	CM	4-5p	MTWTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					3	\$100.00		0.00			
E 14	WFMY	10/30/12	11/05/12	News 2 at 5 News 2 at 5	CM	5-530p	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					2	\$350.00		0.00			
E 15	WFMY	10/30/12	11/05/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF--	:30	2	\$525.00	P-2	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					2	\$525.00		0.00			
E 16	WFMY	10/30/12	11/05/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					3	\$700.00		0.00			
E 19	WFMY	10/30/12	11/05/12	M-F 7-730p Wheel of Fortune	CM	7-730p	MTWTF--	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					2	\$550.00		0.00			
E 20	WFMY	10/30/12	11/05/12	M-F 730-8p Jeopardy	CM	730-8p	MTWTF--	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					2	\$550.00		0.00			
E 24	WFMY	11/05/12	11/05/12	Mon Prime C Hawaii Five-0	CM	10-11p	M-----	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$1,250.00		0.00			
E 26	WFMY	10/30/12	10/30/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----					1	\$1,200.00		0.00			
E 27	WFMY	10/31/12	10/31/12	Wed Prime A Survivor: Philippine	CM	8-9p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$900.00		0.00			
E 30	WFMY	11/01/12	11/01/12	Thu Prime A Big Bang Theory/Two	CM	8-9p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					1	\$1,400.00		0.00			
E 38	WFMY	11/04/12	11/04/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WFMY-TV

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E 38	WFMY	11/04/12	11/04/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1			\$1,500.00		0.00				
E 39	WFMY	11/04/12	11/04/12	Sun Prime B Amazing Race	CM	8-9p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1			\$1,200.00		0.00				
E 40	WFMY	11/04/12	11/04/12	Sun Prime C The Good Wife	CM	9-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1			\$1,200.00		0.00				
E 41	WFMY	11/04/12	11/04/12	Sun Prime D The Mentalist	CM	10-11p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1			\$900.00		0.00				
E 42	WFMY	10/30/12	11/05/12	News 2 at 11 News 2 at 11	CM	11-1135p	MTWTFSS	:30	7	\$350.00	P-3	0.00	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/30/12	11/05/12	MTWTFSS		7			\$350.00		0.00				
N45	WFMY	11/03/12	11/03/12	NCAA Football Prime NCAA Football Prime	CM	8-11p	-----S-	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S-		2			\$750.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WFMY	10/29/12-11/04/12	NCAA Football Prime		8-11p	-----Sa--	:30		\$750.00		0.00	NM		
	2	WFMY	10/29/12-11/04/12	NCAA Football Prime		8-11p	-----Sa--	:30		\$750.00		0.00	NM		
N46	WFMY	11/04/12	11/04/12	NFL Football Game #1 NFL Football Game #1	CM	1-4p	-----S	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----S		1			\$1,500.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WFMY	10/29/12-11/04/12	NFL Football Game #1		1-4p	-----Su	:30		\$1,250.00		0.00	NM		
Totals														48	\$23,905.00